IN THE CLAIMS

Please cancel claims 34-75.

For the Examiner's convenience, all pending claims are included below.

1.   (Original) A method comprising:

receiving a call from a mobile device;

selecting, based upon information selected to address the call, a response to the call;

and

initiating a dialog between a server and the mobile device.

2.   (Original) The method of claim 1, further comprising:

terminating the call prior to an answering of the call.

3.   (Original) The method of claim 1, further comprising:

determining, from the call, a subscriber identifier.

4.   (Original) The method of claim 3, further comprising:

determining, based upon the subscriber identifier, a set of capabilities of the mobile

device.

5.   (Original) The method of claim 4, further comprising:

selecting, based upon the set of capabilities, a format, through which the mobile

device is capable of communicating, for the dialog.

6.　　(Original)　The method of claim 5, wherein the format is two-way SMS.

7.　　(Original)　The method of claim 1, further comprising:

selecting, based upon a first subset of the information, the server to select the

response.

8.　　(Original)　The method of claim 1, further comprising:

identifying, based upon a second subset of the information, data independent of the

server and a recipient of the call.

9.　　(Original)　The method of claim 8, wherein the data is one of a product, a

location, a person, and a group of people.

10.　　(Original)　The method of claim 1, wherein the information may be selected

through a standard cellular phone interface.

11.　　(Original)　The method of claim 1, wherein the response instructs the mobile

device to connect to the server.

12. ~~10.~~ (Currently Amended)　A system comprising:

a network computer telephony integrated system to receive a call from a mobile

device;

a service server to select, based upon information selected to address the call, a

response to the call; and

a push server to initiate a dialog between the service server and the mobile device.

13. ~~11.~~ (Currently Amended) The system of claim 12 ~~10~~, wherein the network computer telephony integrated system is to terminate the call prior to an answering of the call.

14. ~~12.~~ (Currently Amended) The system of claim 12 ~~10~~, wherein the network computer telephony integrated system is to determine, from the call, a subscriber identifier.

15. ~~13.~~ (Currently Amended) The system of claim 14 ~~12~~, wherein the push server is to determine, based upon the subscriber identifier, a set of capabilities of the mobile device.

16. ~~14.~~ (Currently Amended) The system of claim 15 ~~13~~, wherein the push server is to select, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.

17. ~~15.~~ (Currently Amended) The system of claim 16 ~~14~~, wherein the format is two-way SMS.

18. ~~16.~~ (Currently Amended) The system of claim 12 ~~10~~, wherein the push server is to select, based upon a first subset of the information, the service server to select the response.

19. 17. (Currently Amended) The system of claim 18 16, wherein a second subset of

the information identifies data independent of the service server and the network computer

telephony integrated system.

20. 18. (Currently Amended) The system of claim 19 17, wherein the data is one of a

product, a location, a person, and a group of people.

21. 19. (Currently Amended) The system of claim 12 10, wherein the information

may be selected through a standard cellular phone interface.

22. 20. (Currently Amended) The system of claim 12 10, wherein the response

instructs the mobile device to connect to the service server.

23. 21. (Currently Amended) A machine-readable medium that provides instructions

that, when executed by a machine, cause the machine to perform operations comprising:

receiving a call from a mobile device; and

sending information about the call to a push server to initiate a dialog between a

service server and the mobile device, the dialog to include a response to be selected based

upon a information selected to address the call.

24. 22. (Currently Amended) The machine-readable medium of claim 23 21, wherein

operations further comprise:

terminating the call prior to an answering of the call.

25. 23. (Currently Amended) The machine-readable medium of claim 23 21, wherein

operations further comprise:

determining, from the call, a subscriber identifier.

26. 24. (Currently Amended) The machine-readable medium of claim 23 21, wherein

the information may be selected through a standard cellular phone interface.

27. 25. (Currently Amended) A machine-readable medium that provides instructions

that, when executed by a machine, cause the machine to perform operations comprising:

receiving, from a network computer telephony integrated system, data about a call

received from a mobile device; and

initiating a dialog between a service server and the mobile device, the dialog to

include a response to be selected based upon information selected to address the call.

28. 26. (Currently Amended) The machine-readable medium of claim 27 25, wherein

operations further comprise:

determining, based upon a subscriber identifier, a set of capabilities of the mobile device.

29. 27. (Currently Amended) The machine-readable medium of claim 28 26, wherein

operations further comprise:

selecting, based upon the set of capabilities, a format, through which the mobile device is

capable of communicating, for the dialog.

30. 28. (Currently Amended) The machine-readable medium of claim 29 27, wherein the

format is two-way SMS.

31. 29. (Currently Amended) The machine-readable medium of claim 27 25, wherein

operations further comprise:

selecting, based upon a first subset of the information, a service server to select the

response.

32. 30. (Currently Amended) The machine-readable medium of claim 31 29, wherein

operations further comprise:

identifying, based on a second subset of the information, a specification independent of

the service server and the network computer telephony integrated system.

33. 31. (Currently Amended) The machine-readable medium of claim 32 30, wherein the

specification is one of a product, a location, a person, and a group of people.

34. 32. (Currently Amended) A machine-readable medium that provides instructions

that, when executed by a machine, cause the machine to perform operations comprising:

receiving a communication from a push server that received, from a network computer

telephony integrated system, data about a call received from a mobile device; and

selecting a response, based upon information selected to address the call, to be included

in a dialog to be initiated between a service server and the mobile device.

35. 33. (Currently Amended) The machine-readable medium of claim 34 32, wherein the

response instructs the mobile device to connect to the service server.